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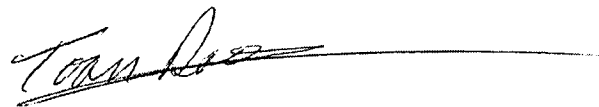
Dear South Carolina Public Service Commission Officer,

My name is Toan Dao and I own Dao Travels, llc dba An Executive Travel. The purpose for this letter is to request an exemption from Regulation 103-153: Marking and Identification of Vehicles for my current fleet of (3) Black Volkswagon Passats. The reasons for this request are listed as such:

1. We are a Black Car Service. The nature of our business as a premium car service, our premium clients do not like Markings and Identification on the vehicles. The perceived value of our car service will have an adverse effect on our core, local clients whom have a high perception of our premium car service especially since we advertise our niche as an "upscale, guaranteed on-time" car service.
2. Competition: An Executive Travel has positioned their niche in the "prestige" market similar to transportation providers whom operate Lincoln Town Cars. In order for An Executive Travel to fairly compete in the "prestige" car service transportation market, the Passat Sedans should be allowed to not have markings and identification pursuant to Regulation 103-153.
3. New Volkswagon Passats' Strategic Advantages over the Lincoln Town Cars: There are several strategic advantages to operating the New Model Volkswagen Passats TDI's. These advantages alone serve as key expense controllers that contribute to the overall financial health of An Executive Travel. Some advantages are stated as followed:
  - a. Fuel Economy – Passat TDI's use diesel, which means more torque and average fuel economy of 43 mpg as compared to Town Cars (16 mpg). Passats get 27 miles more per gallon than the Town Cars.
  - b. Rear Leg Room – New Model Passats have rear leg room similar to many full-sized sedans.
  - c. Low Maintenance – Diesel engines are proven to last longer than tradition gasoline vehicles. As well, all our vehicles are new models (2012, 2013, and 2014).
4. Passat TDI interiors come in SE and SEL premium packages only. This means leather interior and all the extras similar to a town car.

With all the advantages as stated in the before mentioned, it is my request that the Public Service Commission provide an exemption from Regulation 103-153: Marking and Identification of Vehicles for An Executive Travel's current fleet of Black Volkswagon Passat Sedans.

Thank You and Kindest Regards,



Toan Dao  
Owner/Operations Manager

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